

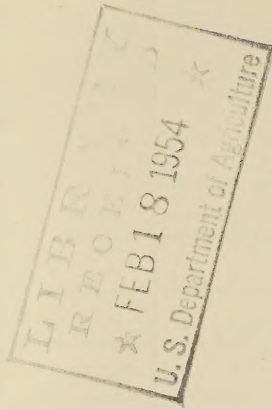
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1954

RUSSWARD
Saintpaulia Growers

MAIL ORDER ONLY

JONESBORO, ARKANSAS



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Ra

Painted Girl—Pure white blossoms bordered with claret-red. Really a startler. Medium green girl foliage ----- \$0.75

Pink Cheer—This is a deep, true pink. Strong grower. Ovate dentate leaves tend to trough. Awfully popular ----- \$1.25

Pink Luster—Lots and lots of rather small shell-pink flowers per flower stalk. Darker pink center. Flowers make up in profusion what they lack in size. Rather dark ovate leaves, red-veined --- \$1.50

Pink Sheen—Lovely irridescent pastel shade. Slightly quilted foliage, pointed, medium green ----- \$1.00

Pink Shocking—Flat, medium green foliage of beautiful habit. Flowers a deep, intense pink ----- \$1.50

Pink Wonder—(Patented) The originator, Ulery Greenhouses, has spent years of loving care to bring this variety to the African Violet public. It is without question, the finest pink to date. Has many of the same qualities as Snow Prince—roundish flower, big round flat leaves, beautiful neat habit. Flowers show true pink with darker pink center. The hybridizer has outdone himself on this one ----- \$2.00

Polonaise (Fischers)—This is the light blue version of the improved Fringette strain. Very frilly petals and foliage ----- \$1.25

Portland Rose—At the risk of sounding corny, this must be seen to be appreciated. I couldn't tell you what color it is exactly, but your eyes will pop, be assured. It's kind of an irridescent shocking pink. Pale green leaves, slightly heart-shaped, slightly dentate. Nice rosette habit \$1.75

Purity—Snow white double. Medium green ovate foliage, large long-lasting flowers make this an unusually showy plant ----- \$1.00

Robin Hood—The large blooms of this variety open wide and flat. Very dark green foliage. Upper two petals of the flower are a deep maroon, almost black. Lower three petals a good rich red. A strong grower. One you would be proud to own ----- \$1.50

Ruffled Beauty—Very deeply scalloped girl foliage which flutes and furls. Shows unusual flower characteristics: two side petals open back flat. Two top and one bottom cup upward, like a bird ready

to fly. Bi-color flower. Two top petals dark green, three bottom red-lavender ----- \$1.75

Ruffled Queen—Imagine a red Lacy Girl with a white border, exceptionally fluted. Recall the fine heavy dentate foliage and the immense size, and you have Ruffled Queen. Ready March 15 --- \$1.50

Sailor Girl—Pale blue girl type. Lovely pastel shade, large flowers, prolific blomer. Rich green scalloped foliage ----- \$0.75

Sherry Girl—An import from California. Pale blue girl type, miniature habit. The leaves grow up and over in a fountain effect rather than flat. ----- \$0.75

Sir Lancelot—"The Knight of the bi-colors". Rich depth of color, heavily waxed foliage is bright green of good texture. Vigorous grower. Petal tips are wine velvet shading into red-lavender. ----- \$1.25

Snow Girl—Pure white single flower against intense medium green girl foliage, deeply scalloped. ----- \$0.50

Snow Prince—The grand-daddy of the whites. Outdoes all existing whites for sheer size, both of mature plant and of flowers. Flowers have rounded petals like the old Neptune ----- \$1.00

Star Sapphire—Flower doesn't have the usual "violet" shape at all. Perfect five-pointed star. Medium green ovate leaves, intense sapphire blue flower ----- \$1.00

Suprita—Flowers on this DuPont type measure 2" across. Enormous round, quilted leaves of heavy quality. Flat rosette habit. Really a show variety ----- \$1.50

Tinted Girl—Large white girl very faintly touched with red-lavender. Rounded girl foliage. --- \$0.75

Thirty Two—Grows to enormous size. Very slick ovate, pointed leaves. Uniform color over the pale blue-lavender flowers ----- \$0.50

Velvet Girl—The petal tips are washed in deep velvety burgundy-red, with the rest of the flower deep orchid. This made a hit from its' first introduction. The girl foliage is deeply cut, creamy marking at base of leaf extends well out into the leaf ----- \$1.00

White Boy—Breathtaking white single with blue marking on half-dollar-size blooms. Heart-shaped, medium green foliage _____ \$1.00

Potting Mix—Moisten and let stand before using. Instructions tell how. Because of it's weight, we have had to advance the price on this item to partially defray the increased postage rates. Box 9 x 9 x 4 _____ \$1.10

Nnor—Favorite insecticide _____ \$0.50

Sodium Selenate—With instructions _____ \$1.00

Postal rates have advanced nearly 30%, but
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No complicated charts to consult, no handling fees. Except for sales tax for Arkansas customers only, there are no extra charges of any kind to add. No, you don't have to figure what you owe us—on Russward orders you figure what WE owe YOU. Yes, we still offer our 10% discount on orders of \$10.00 or more. On Russward orders, you figure what you should SUBTRACT instead of what you should ADD.



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And, most important of all, you tell your friends about us. They in turn become customers and tell THEIR friends. More sales, more economy of operation, more profit. We feel that it's only fair to pass that profit back to you folks who made it possible in the first place.

Cordially,

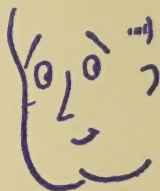
"Russ"

PRICE LIST

Spring, 1954

Mail Order Only

Shipping Information—All plants are 2¼ size. We ship in paper pots to minimize set-back in transit. Our list price includes the cost of packing and mailing. No extra charges to add. ALL PLANTS ARE UNCONDITIONALLY GUARANTEED TO ARRIVE IN GOOD CONDITION, INSECT - FREE, AND TRUE TO VARIETY NAME. Satisfied customers are our best advertisement. If something is wrong with your order, please let us hear from you as soon as possible and a cheerful adjustment will be made. If cold weather in your vicinity makes it impossible for us to ship your order immediately, you will be notified by mail. Growing instructions with each order.



Substitutions—Filling your order, particularly late in the season when stocks are running low, can be a speedier and more satisfactory process if you suggest substitutions. If you are taking advantage of the Collector's Discount, it is especially desirable for you to do this, since to refund on one or two plants would make you ineligible for the 10% or 20% discount.

Apollo (Fischers)—Blooms are semi-double, with small rosette of shorter petals in the center, like a peony blossom. Free-blooming, long-lasting flowers of lovely light blue shade. Foliage light green. Nice habit _____ \$1.25

Azure Beauty—Beautiful double white with blue markings. Unquestionably one of the loveliest among the African Violets on the market today. Foliage slick, semi-quilted, slightly tapered — \$1.00

Baby Pink—We've had quite a few requests for miniatures. Here is a lovely little miniature pink. Dark foliage, dentate but rounded. Sweet and perky _____ \$1.25

Black Magic—The darkest double we've seen. Rich velvety purple with a yellow eye here and there to make things interesting. Dark green foliage softly tapered, tinge of burgundy on leaf reverse. Ready March 15 _____ \$1.75

Blue Heiress—This is one of the new ones. A DuPont "girl" type. Deep scalloping on the gorgeous heavy leaves. Giant-sized flowers that stay on for days and days and days. Color is a brilliant intense blue _____ \$1.25

Blue Moon—One of the lovelier medium blues rapidly gaining in popularity. Roundish, ripply medium green foliage with large flowers of strong blue color. Beautiful habit, dependable grower _____ \$1.00

California Dark Plum—This is a variety of great merit. Color is rich and fine. Foliage is dark green, pointed ovate. Mature plants measure up to twenty inches across. Makes a magnificent show plant _____ \$1.25

Double Lace—(Also Ruffled Double Lace) A Fringette double white. Can you imagine it? You get an overall impression of airy delicacy. Yet the frilly pure white blooms are produced in abundance and the plant is easy to grow. Ready March 15 _____ \$2.00

Double Orchid Girl—The popular Orchid Girl with a double flower. Cute and fluffy _____ \$0.75

Double Rose—Double white edged with rose. A soft, Victorian-looking variety. Medium green, semi-quilted foliage. Generous bloomer _____ \$1.25

Double Sailor Delight—Same as Double Sailor Girl. Pale blue double flower. One of the loveliest of the doubles. Very dark foliage _____ \$0.75

Evening Sunset—This is hard to describe. Definitely an Amazon type, round thick leaves with red reverse. Flower is a frosty lavender color. Petal reverse much paler than color tone of flower. Unusual and different. A real addition to your collection _____ \$1.25

Fantasy—Pale lavender-pink flowers shot with purple. Neat, tailored foliage. Ovate, slightly pointed leaves of excellent habit. A very rewarding variety—beauty with rapid, easy growth \$1.00

Frilled Blue Delight—If you see this someplace, you'll HAVE to have it. Absolutely. It rightly belongs with the Fringette group. Large white flower with blue border, like Blue Delight, except that the edge of the petal is beautifully frilled. The foliage furls and crinkles in a most beautiful manner. Handsome as all get-out _____ \$1.00

Fringette Light Blue—Both flowers and leaves have the characteristic Fringette crimped edges. A lovely plant _____ \$0.75

Fringette Mauve—Same frilly Fringette characteristics. Color: pale pastel pink-lavender. Ready March 15 _____ \$1.00

Fringette Red—Very unusual shade of blue-red. Crimping, of course, as in all the Fringette series _____ \$0.75

Gorgeous Bi-Color—This favorite of a few years back is still holding its' own. Rich green foliage, pointed, slick. Flowers two-tone burgundy red. There's nothing prettier than a well-grown mature plant of this variety, with perfectly symmetrical leaf pattern and big lush blossoms peeping up at you _____ \$0.75

Geneva Rainbow—Rich plum colored flower bordered with white at the edge of the petal. This is the "red" version of the popular dark blue Lady Geneva _____ \$1.00

Grand Award (Fischers)—This variety keeps good company. Among the very best for sheer size of gorgeous royal blue double blossoms. Profuse flowering, holds blooms forever before they fall off. Ready March 15 _____ \$1.50

Holly—(Ferne Kellar) Violet enthusiasts claim that this variety has caused riots and other assorted mayhem. Could be. It's pretty enough. Dark, dark green leaves very pointed, very dentate, very ruffled. Reverse of leaf is plum red. Graceful pale blue flower has slender petals and tends toward "flower-basket" habit. You can't go wrong on this one _____ \$1.75

Indianola—Pale silvery red-lavender, slightly bi-color tendency. Leaves heart-shaped, very dark, plum red reverse _____ \$1.25

Innocense—Olive green foliage, red reverse. Leaves roundish, semi-quilted. This is a magnolia white—a waxy, creamy color that in some lights displays a pinkish tinge but in bright light looks milky white _____ \$1.00

Juliet—Rounded leaves much more dentate than is usually found in Saintpaulias. Slight quilting. Very double burgundy blooms, many to the flower stalk, stay on for days and days. Ready March 15 _____ \$1.50

Lacy Girl—Heavy supreme-girl dentate leaves set off the enormous flowers of darkest velvety purple, edges of petals crimped and fluted _____ \$1.00

Mentor Boy—This makes a plant of impressive size, gorgeous display of dark blue flowers, for the least amount of money. Tapered, quilted medium-green leaves. A long-time favorite \$0.75

JONESBORO, ARKANSAS

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Plant Orders of Less Than \$2.00 Respectfully Declined.

Collector's Discount: If your order totals \$10.00 or more, deduct 10%. If your order totals \$20.00 or more deduct 20%.

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